Course Description:

E-commerce I/II This course is designed to help students master skills in the design and construction of complex web sites for conducting business electronically. Emphasis is on skill development in advanced web page construction and entrepreneurial applications of conducting business electronically as well as economic, social, legal, and ethical issues related to electronic business. Students learn through project-based applications as they plan, design, create, publish, maintain, and promote an e-commerce website. Art is reinforced. Work-based learning strategies appropriate for this course include apprenticeship, cooperative education, entrepreneurship, internship, mentorship, school-based enterprise, service learning, and job shadowing. FBLA competitive events, community service, and leadership activities provide the opportunity to apply essential standards and workplace readiness skills through authentic experiences. The pre-requisite for this course is 6414 Multimedia and Webpage Design.

Text/Materials:

http://moodle.learnnc.org   (Primary Source of knowledge can be accessed at home.)
Flash Drive 4G. Notebook—(note taking is required…)

Teaching Methods:

1.   Lectures: Important material from the text and outside sources will be covered in class. Students should plan to take careful notes as not all material can be found in the texts or readings. Discussion is encouraged as is student-procured outside material relevant to topics being covered.
2.   Assignments: End of chapter activities and online activities will be assigned weekly to reinforce material in the text. These assignments may require the application of various software packages.
3.   Quizzes: Occasional unannounced quizzes will be given to help ensure students stay up with assigned material.
4.   Exams and Projects: The exams will be closed book/notes and will test assigned readings and material discussed in class. The final exam (Vocats) will be comprehensive in nature.
5.   Participation: Student participation will be graded by the level of class participation and attendance – instructor's prerogative.

Grading:

A	**>= 93**	**30%**	**Informal Grades** (Assignments, worksheets, vocabulary, blogs Activities)
B	**>= 85**	**70%**	**Formal Grades (Test, Quizzes, Labs, Projects, Websites)**
C	**>= 77**		

D >= 70
F <= 69

Course Policies:

Missed Classes: The student is responsible for obtaining material distributed on class days when he/she was absent. This can be done through contacting a classmate who was present or by contacting the instructor during his office hours or other times. To receive 100% credit work most be turned in within 5 days after returning from absence. Missed or late quizzes can be made up—student must make arrangements to make-up missed work outside regular class periods. That means before are after regular school hours.

Assignments: All assignments are due at the end of class unless teacher says otherwise. Late submission of assignments will be assessed a penalty of 30 points. No exceptions are made.

Academic Dishonesty: Plagiarism and cheating are serious offenses and may be punished as set by the CMS policies. For this class, it is permissible to assist classmates in general discussions of computing techniques. General advice and interaction are encouraged. Each person, however, must develop his or her own solutions to the assigned projects, assignments, and tasks. In other words, students may not "work together" on graded assignments unless it is a group assignment.

Need for Assistance: If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as I have outlined it, or which will require academic accommodations, please notify me as soon as possible.

Internet Support: Please email me for any questions or concerns.

Adapted CTE Course Blueprint of Essential Standards for BW12 e-Commerce I
(Recommended hours of instruction: 135 - 180)

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
1	2	3	4
	Total Course Weight	**100%**	
A	**THE ELECTRONIC COMMERCE ENVIRONMENT**	**18%**	
1.00	**Understand the e-commerce environment.**	**4%**	**B2**
	1.01 Summarize the evolution, characteristics and purpose of e-commerce. (2%) 1.02 Classify electronic commerce activities. (2%)		
2.00	**Understand the impact of the Internet on business.**	**6%**	**B2**
	2.01 Explain effects of the Internet on businesses. (3%) 2.02 Summarize the economic impact of e-commerce. (3%)		
3.00	**Understand e-business structure.**	**8%**	**B2**

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
1	2	3	4
	3.01 Compare basic business functions and e-business activities. (2%) 3.02 Understand aspects of target marketing on the Internet. (3%) 3.03 Understand the marketing functions of an e-business. (3%)		
B	**SOCIAL, LEGAL, AND ETHICAL ISSUES OF E-COMMERCE**	**13%**	
4.00	**Understand copyright and trademark laws for an e-business website.**	**5%**	**B2**
	4.01 Summarize procedures for obtaining copyrights and registering trademarks. (2%) 4.02 Understand appropriate copyright and trademark laws for an e-business website. (3%)		
5.00	**Understand legislation affecting e-businesses.**	**8%**	**B2**
	5.01 Understand current legislation related to e-commerce. (4%) 5.02 Understand legislation concerning Internet security issues. (4%)		
C	**WEBSITE DESIGN AND DEVELOPMENT**	**69%**	
6.00	**Apply visual design elements in an e-business website.**	**14%**	**C3**
	6.01 Compare web page design in existing web pages. (6%) 6.02 Understand website accessibility compliance, including mobile considerations. (3%) 6.03 Apply procedures to develop graphics for an e-business website. (5%)		
7.00	**Understand pre- and post-production issues for an e-business website.**	**10%**	**B2**
	7.01 Compare hosting options (free, shared, dedicated hosts). (4%) 7.02 Summarize techniques for exposing and promoting websites, including social networking and search engine optimization. (4%) 7.03 Summarize website maintenance issues. (2%)		
8.00	**Apply procedures to develop web pages for an e-business website.**	**45%**	**C3**
	8.01 Understand how to develop a storyboard with navigational options. (2%) 8.02 Apply procedures to develop basic HTML web pages using internal/embedded and inline CSS containing text, images and links. (13%) 8.03 Apply procedures to develop a complex HTML web site using external style sheets containing forms, image maps, and tables. (14%) 8.04 Apply procedures to develop an advanced HTML web site containing advanced CSS elements, multimedia, and JavaScript. (16%)		